



JOB OPPORTUNITY

270-734-5595-001

Release Date: 4-27-2012

The California Student Aid Commission is the State's major policy formulating agency for student financial aid and one of the largest agencies of its kind in the country. The Commission is responsible for administering a comprehensive program of grants and other special programs for eligible students. Today, the Commission is moving ahead to provide innovative financial aid leadership for California's unrivaled system of post-secondary students attending California's public and private colleges, universities and proprietary schools.

Classification: **INFORMATION OFFICER II**
Permanent, Full-Time
Administrative Services
Administration and External Affairs Division

Who May Apply: Individuals with permanent, full-time status employed by the State of California as an Information Officer II, or in a comparable classification, or those with transfer or promotional eligibility to the advertised classification. SROA/Surplus/Reemployment candidates are encouraged to apply. Applications will be screened and only the most qualified applicants will be interviewed.

Duties: Under the administrative direction of the Chief, Administration and External Affairs Division, the incumbent: Acts as the Commission's Public Information Officer and directs, manages and oversees the work of staff engaged in communication and outreach. Responds to press inquiries involving complex issues. Produces internal and external communications materials within short time lines. Ensures that all published materials reflect Commission policy and accurate representation of data.

Desirable Skills: Experience in communicating with various media (i.e. newspaper, on-line, radio and TV reporters); Marketing or media experience; Excellent written and verbal communication skills; Bilingual or experience working with multi-cultural groups; Supervisory and organizational skills; Ability to work as part of a team; Ability to deal with multiple tasks and changing priorities; Good PC skills such as word, excel, and graphic design programs.

Salary: \$5312 - \$6409

How to Apply: Please submit a standard State application (Std. 678) indicating RPA 11-054 and your basis for eligibility to:

California Student Aid Commission (916) 464-8910
ATTN: Recruitment, Personnel Services
P.O. Box 3210
Rancho Cordova, CA 95741-3210

Final Filing Date: Until Filled

Location: Close to freeway access at Zinfandel Drive and Hwy 50. Free Parking.

AN EQUAL OPPORTUNITY EMPLOYER PROVIDING OPPORTUNITIES TO ALL REGARDLESS OF RACE, COLOR, CREED, NATIONAL ORIGIN, ANCESTRY, SEX, MARITAL STATUS, DISABILITY, RELIGIOUS OR POLITICAL AFFILIATION, AGE OR SEXUAL ORIENTATION. IT IS AN OBJECTIVE OF THE STATE OF CALIFORNIA TO ACHIEVE A DRUG FREE WORK PLACE. ANY APPLICANT FOR STATE EMPLOYMENT WILL BE EXPECTED TO BEHAVE IN ACCORDANCE WITH THIS OBJECTIVE BECAUSE THE USE OF ILLEGAL DRUGS IS INCONSISTENT WITH THE LAW OF THE STATE, THE RULES GOVERNING CIVIL SERVICE, AND THE SPECIAL TRUST PLACED IN PUBLIC SERVANTS.



CALIFORNIA STUDENT AID COMMISSION

DUTY STATEMENT

Employee Name		Classification Information Officer II		Working Title Communications Manager	
Division/Branch Administration and External Affairs		Position Number 270-734-5595-001		Effective Date	
Summary of Responsibilities Under the general direction of the Chief, Administration and External Affairs Division, acts as the Commission's Public Information Officer and directs, supervises and oversees the work of staff engaged in communication and outreach.					
Percentage of Time		Statement of Duties			
25%		<u>ESSENTIAL</u> With the participation of Senior Management team members assigned to strategic communications: implement a communications strategy designed to educate the public regarding Commission programs and outreach activities and develop a social media campaign aimed at prospective and current students regarding the availability of and how to access financial aid programs; Execute the communication strategy and social media campaign based on the direction of the Chief of Administration and External Affairs and the Executive Director; Respond to press inquiries involving complex issues and facilitate interviews for the Executive Director. Draft, finalize and disseminate to print and broadcast media press releases, media advisories, speeches, fact sheets, talking points and written responses to public inquiries. Arrange editorial meetings and programs to advocate and communicate Commission objectives. Develop scripted language for consistency with legislative and other messages related to Commission responsibilities and concerns. Direct staff to create and maintain a daily and updated media log of statewide and national press stories and current contacts.			
25%		Manage the Commission's Cal-SOAP program, including review of the annual program plans and administrative oversight of contracts, quarterly reporting and audit requirements. Prepare agenda topics for monthly Cal SOAP project director meetings. Oversee the administration of the California Cash for College Program, including development of an annual budget and oversight of contracts.			
15%		Research, write, coordinate review process, edit and distribute in a timely manner the Commission's monthly newsletters: Fast Blast and Shout Out to external stakeholders and constituents. Research, write, edit, design and coordinate the production of collateral materials and annual reports for the Commission's programs. As requested, provide assistance with Operations Memos and Special Alerts to school partners. Write and edit other kinds of communications, as required.			
15%		Conduct an assessment of the CSAC websites and provide recommendations for content update or modifications. Implement changes as necessary and directed by management. Prepare and edit organizational publications. Periodically review existing inventory of publications and conduct reviews of all publications for changes due to time sensitive issues or legislation. Assist Division Chief with data associated with agenda items for Commission meetings. Provide oversight and writing of Legislative and external reports. Generate program manuals for Commission projects as requested to include composition, identification of need, maintenance, updates, and reports on annual status. Coordinate interaction with unit staff assigned to provide input for manuals to ensure timely and accurate completion.			
15%		Supervise and monitor weekly work status plans submitted by staff and report progress to management. Assess program needs and establish goals.			
5%		<u>MARGINAL</u> Assist in the development and implementation of administrative policies and procedures which promote the department's goals and objectives. Identify and analyze complex, sensitive, and emerging administrative problems and recommends appropriate courses of action. Advise executive management on administrative and other general management issues and, as assigned, special projects where knowledge of high-administrative and management expertise and policy influence is required. <u>CELL PHONE:</u> This position utilizes a Commission issued cell phone and may be called on during off-duty hours to respond to emergencies related to division activities in order to maintain critical processes and programs under the direction of existing Commission policies and procedures. <u>NOTE:</u> These job duties may require the incumbent to work under demanding conditions and irregular hours during peak periods. Requires sitting for long periods of time while using a personal computer or reviewing documents and working papers. <u>Applicant/Employee Certification of Essential Functions:</u> I certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform the assigned duties as described above with or without reasonable accommodation. (If you believe reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for reasonable accommodation, inform the hiring supervisor, who will discuss your concerns with the Personnel Office).			
I have read and discussed these duties with my supervisor:			I certify that the above accurately represent the duties of the position:		
Employee's Signature:		Date:		Supervisor's Signature:	